



STARTUP ENGAGEMENT MANAGEMENT PLATFORM

"Whether it's a temporary pitch, or for a long-term solution, SwitchPitch Connect offers a unique opportunity to build a network, solve problems and foster innovation."*

Bryson Koehler,
Chief Information and Technology Officer, The Weather Company



EXECUTIVE SUMMARY

WHAT WE DO:

SaaS marketplace and startup directory connecting big companies to nimble startups – unlocking resources and productivity
– *LinkedIn for business development.*

WHY NOW?

Digital collaboration between large and small business is a **\$1.5 trillion growth opportunity**, equivalent to 2.2% of global GDP
– Accenture

TRACTION TO DATE:

- Q4 '15: Citibank is first paid enterprise client; 200 enterprise users
- Q1 '16: Time Inc, Barclays, Syngenta added as beta users

CURRENTLY RAISING:

- **\$1.5 million seed round**
- Previously raised **\$505k** from **Dreamit Ventures**, **Allen Morgan** and **Stan Shuman**

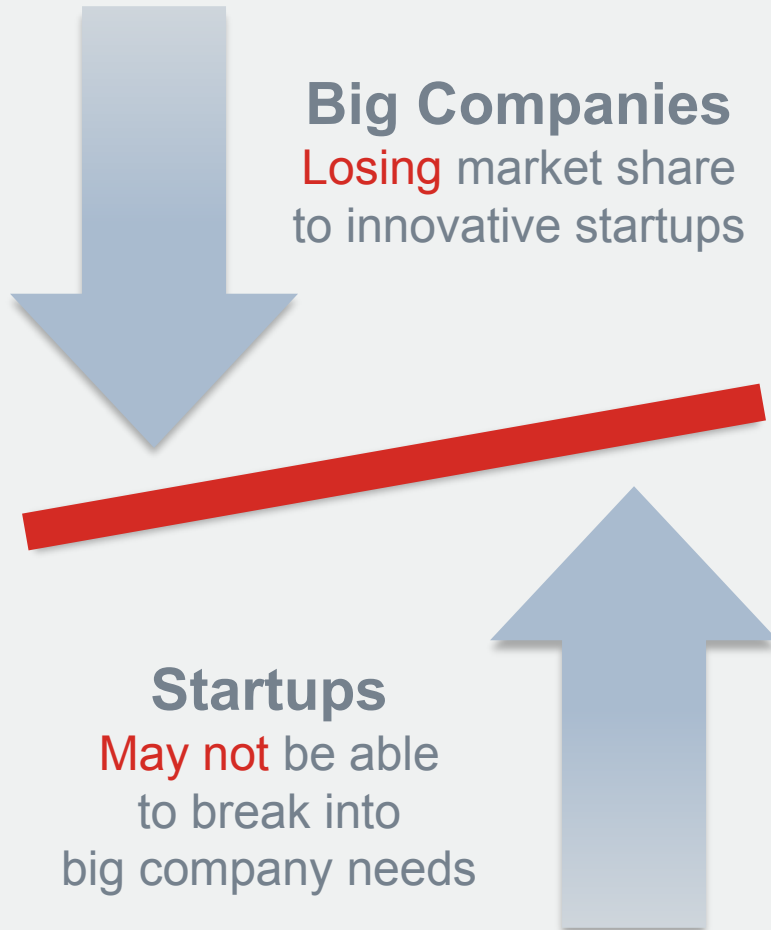
TEAM EXPERIENCE



CUSTOMERS



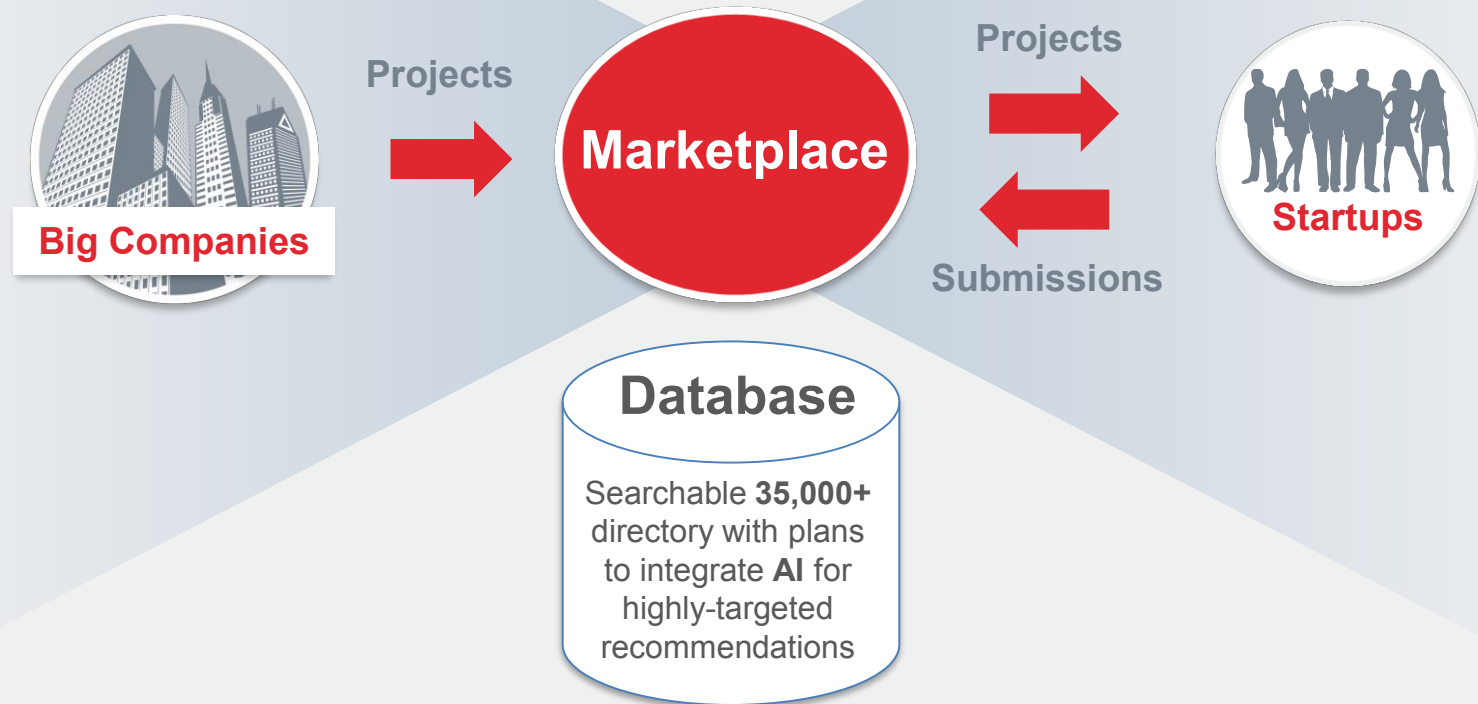
PROBLEM



IDC predicts 1/3 of the top 20 companies in every industry will see their profits, revenues & market positions decline as a result of disruption by emerging market forces, such as a nimble startup or a product created by a rival.

SOLUTION

**Harnessing the power
of the marketplace for
enterprise innovation**



HOW IT WORKS

SwitchPitch makes enterprise startup engagement and supplier diversity programs easier and more efficient:



Save time: Big companies discover solutions for their needs, through specific startup submissions from our startup network.



Stay ahead of innovation: Reach innovative startups and small businesses with real solutions ready to execute on projects.

How customers use SwitchPitch Connect:

- **Citi** reimagined how to provide ongoing value to its work force using innovative startup solutions
- **Assurant** determined proof-of-concept for new mobile ideas
- **Global Payments** discovered a SMB loyalty rewards platform to drive more customer transactions

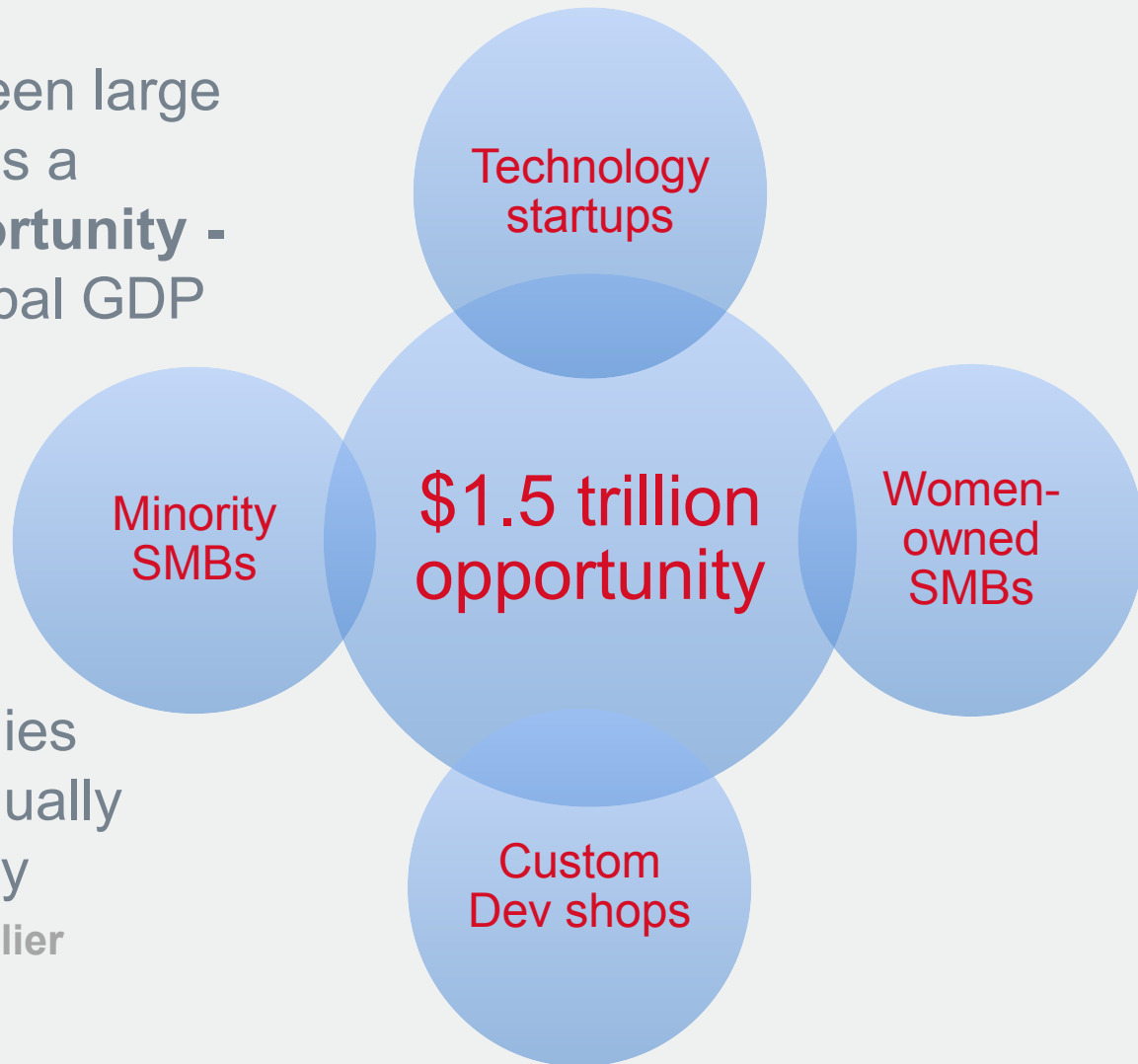
MARKET SIZE

Digital collaboration between large and small business is a **\$1.5 trillion growth opportunity** - equivalent to 2.2% of global GDP

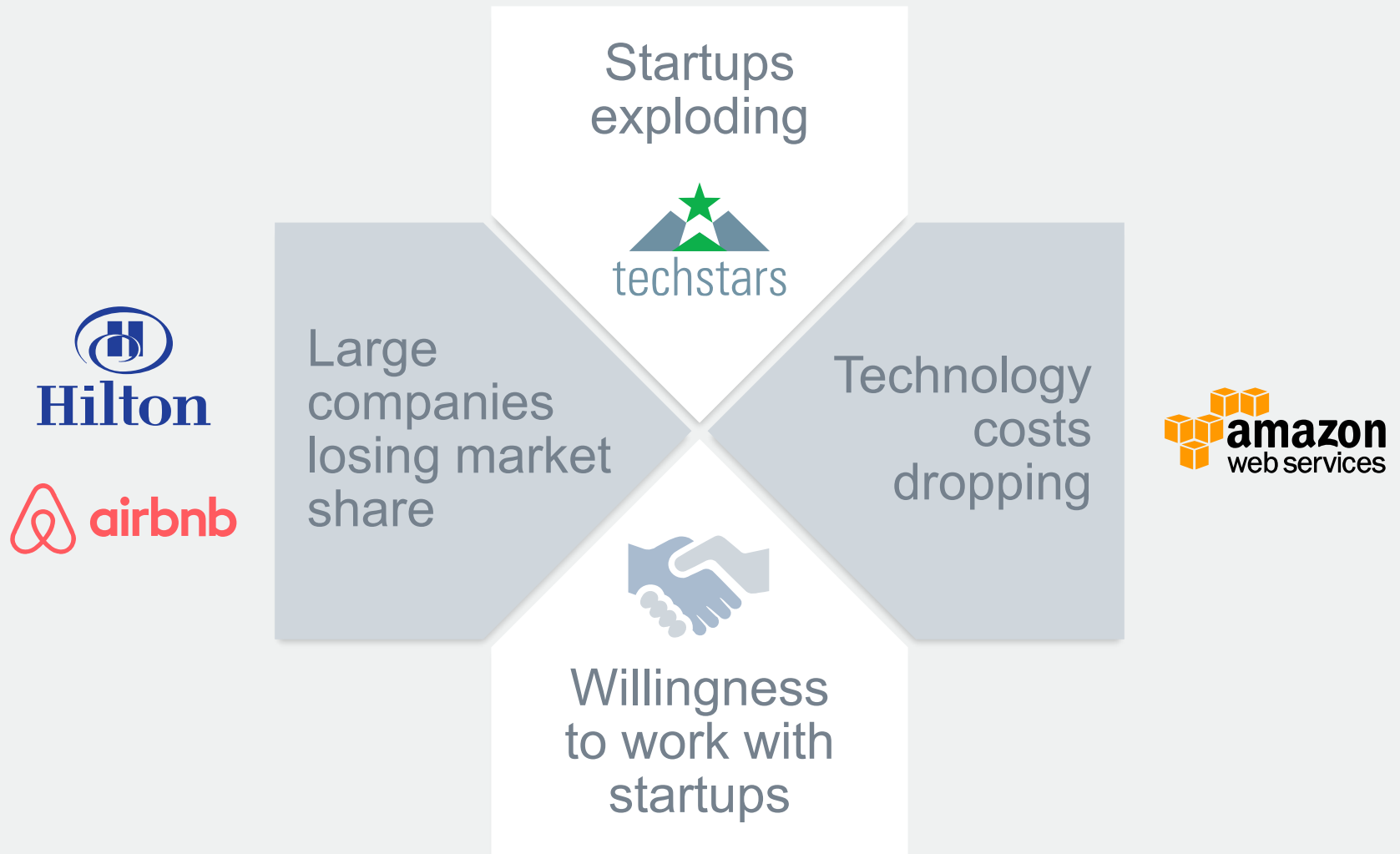
– Accenture

Fortune 500 companies spend \$104 billion annually on supplier diversity

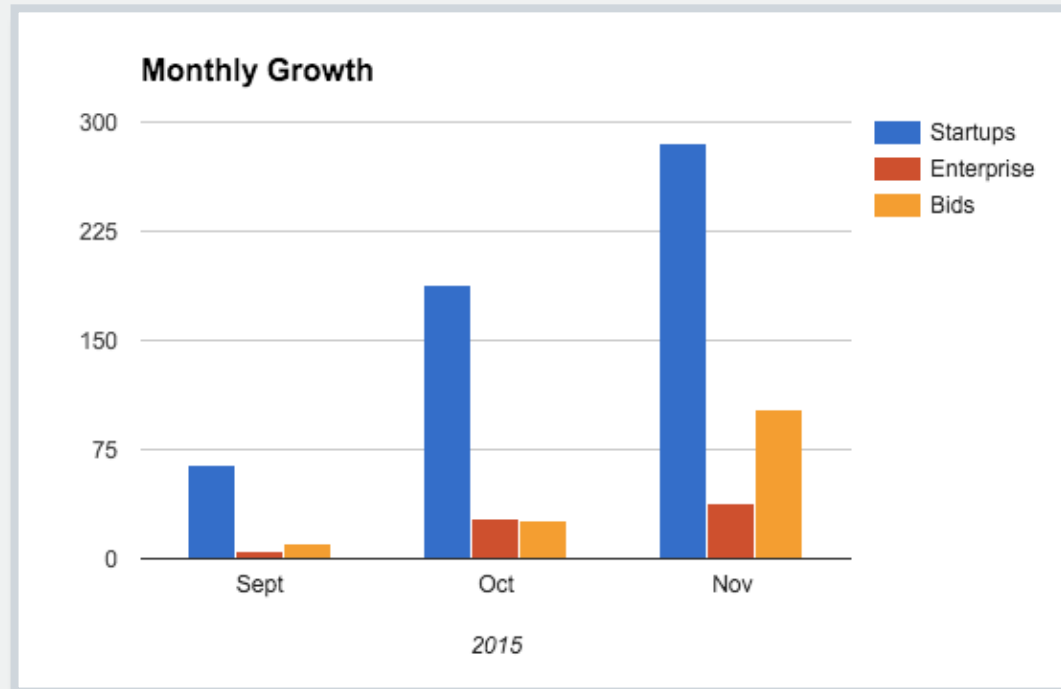
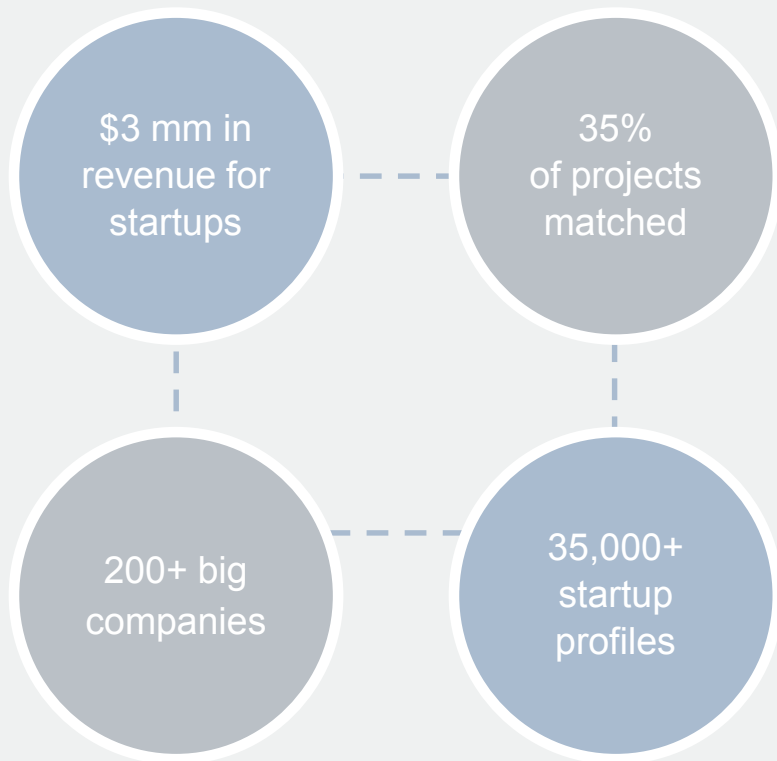
– National Minority Supplier Development Council



WHY NOW?



TRACTION



Featured in:

Bloomberg

Inc.

U.S. News & WORLD REPORT

Entrepreneur

UPSTART
business journal

USE CASES

We believe projects cut across corporate divisions and are needed in strong economies for innovation, and slow economies for cost savings

| HR | Sales / Marketing | Operations | Technology | Product |
|---|---|---|---|---|
|  |  |  |  |  |
| Smarter Worklife Challenge | Relevant-Time Marketing Analytics | Cloud Video Editor | Assured PNT | Word Games |
| Crowd-source HR innovation to improve the "Employee Journey" | Create an interactive dashboard that provides a 'snapshot' of a brand's health | A light weight, cloud based video editor that works on top of existing streaming technologies | Provide position, navigation and timing indoors or an enclosed space | Build a fun, engaging word/language game app to be used in connection with the Oxford Global Languages initiative |

MONETIZATION

B2B SaaS Business Model

| | Standard (\$1,000/month) | Pro (\$5,000/month) | Enterprise (\$10,000/month) |
|--|-----------------------------|------------------------|--------------------------------|
| Efficient tools to manage projects | ✓ | ✓ | ✓* |
| Project posting per month | 10 | 20 | Unlimited |
| Participation with live SwitchPitch events (customize startup Terms/Conditions and more!) | 2 | 5 | Unlimited |
| Private project directory | - | ✓ | ✓ |
| Search startup directory | - | ✓ | ✓ |
| Direct introductions to startup networks | - | ✓ | ✓ |
| Save and share startups internally | - | - | ✓ |
| Log deal details on startup profiles | - | - | ✓ |
| Push projects to specific startups (TechStars, Dreamit and many more!) | - | - | ✓ |
| Invite startup to bid on project | - | - | ✓ |
| Customization features | - | - | ✓ |

* Enterprise plan – including internal initiatives such as Hackathons

TEAM



Michael Goldstein

President

- 2 prior consumer online subscription startups with successful exits.
- 15+ years startups business development experience.



Jeff Ryder

Business Development

- Chief Strategy Officer at Exelis (XLS)
- 15 years innovation / strategy experience

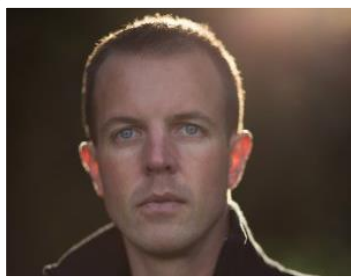


Mariah Robinson

Marketing

- Extensive social media / content marketing experience

Board / Advisors



Ian McNish

LinkedIn Founding Team



Allen Morgan

IdeaLab / Mayfield



David Steinberg

Zeta Interactive



Bill Angeloni

FreeMarkets GM (former)

COMPETITION

| | SwitchPitch | DevPost | Partnered | You Noodle | Matter mark | Kite | CB Insights | Ideo |
|--------------------------------------|-------------|---------|-----------|------------|-------------|------|-------------|------|
| Startup profiles | x | x | x | x | x | x | x | |
| 3rd-party startup data | x | x | x | | x | x | x | |
| Post challenges / hackathons | x | x | x | x | | | | x |
| Startup submissions | x | x | | x | | | | |
| Used by multiple corporate divisions | x | | x | | | | | x |
| Scalable model | x | | | | x | x | x | |
| Idea aggregation | x | | | | | | | x |
| Projects Marketplace | x | | | | | | | |

We believe we are stronger than the competition with marketplace approach;
startup distribution & end-to-end solution

We believe we are threatened by the competition in ease of adoption & onboarding

INVESTMENT

\$1.5 million investment

Current Investors

- Dreamit Ventures
- Michael Goldstein – Board Member
- David Steinberg
- Caivis Acquisition Corp.

Use of Proceeds

- Technology Development – \$350k
- Team Expansion – \$625k
- Marketing / PR / Lead Gen – \$225k
- Global Launch – \$150k

APPENDIX / BACKUP



GO-TO-MARKET

Distribution Strategy: Network effect for startup acquisition leveraging big company relationships



Main focus:

Expand team

Global expansion

Priority tasks:

- Hire VP Dev and VP Sales
- Enlist vertical sales partners
- Client onboarding / training
- Rollout startup partner program

- Executive team
- Global product rollout
- Deep penetration into 5 top verticals

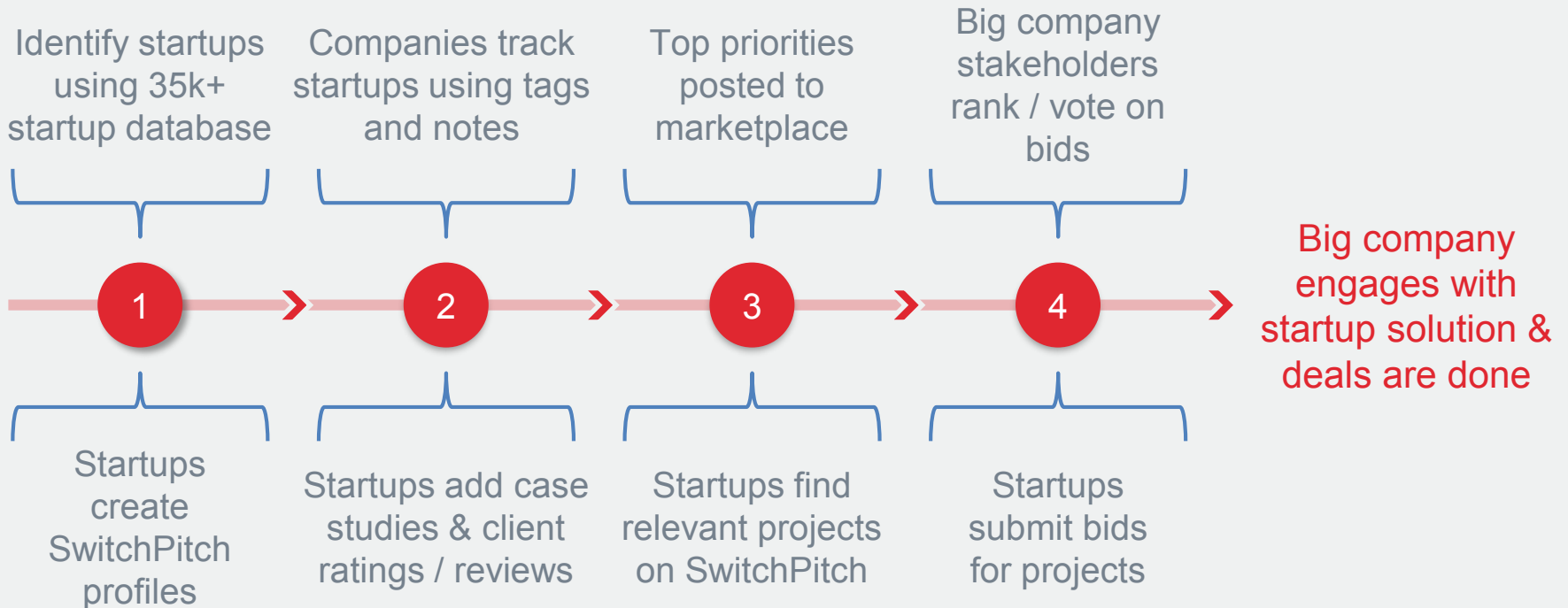
Target results:

- 100 projects live
- 20 recurring clients
- 40% clients aggregating employee ideas

- 1,000 projects live
- 100 recurring clients
- 80% y/y client retention

PROCESS

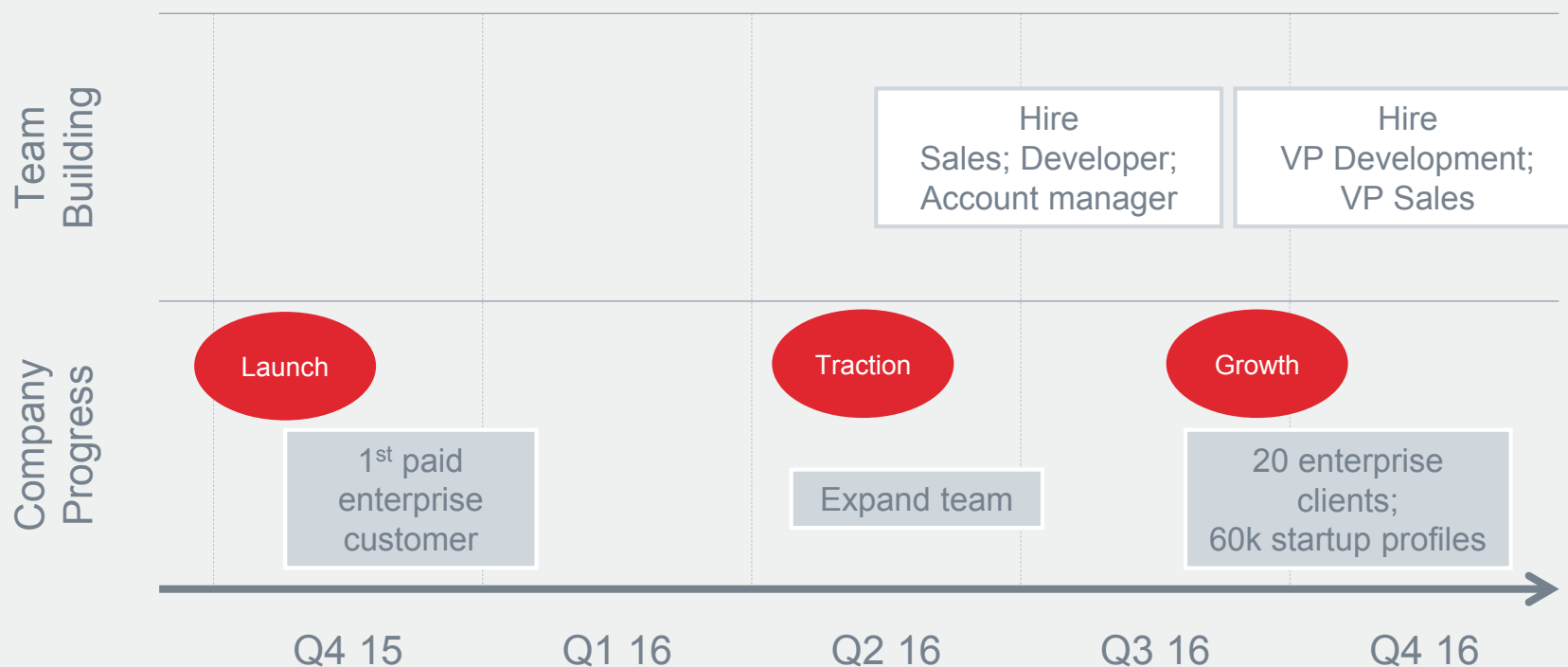
ESTABLISHED COMPANIES



STARTUPS


LOOKING FORWARD

- We are seeking \$1.5 million
- We aim to scale enterprise clients and startup community partners in the next 12 months



PRODUCT SCREENS

SwitchPitch White House Demo Day




Budget: To be determined
Live

American Cancer Society
American Cancer Society Cancer Program Consulting Tool

In order to effectively impact the quality of care for patients served in cancer programs, the American Cancer Society seeks a...

Mobile Development Health

View




Budget: To be determined
Live

Unilever
Sustainable Bathing

Work with Unilever to create a product that allows consumers to bath/feel clean with less water and / or lower water temperatures.

Platform Hardware Internet of things Social Platform Health

View




THALES
Thales Defense & Security
Assured PNT

Assured PNT - Providing precision timing indoors and outdoors.

Big data Analytics Platform

View



THALES
Thales Defense & Security
Data Conditioning

Thales Data Conditioning is targeted to provide a similar commercial networking user experience over a satellite network.

Enterprise

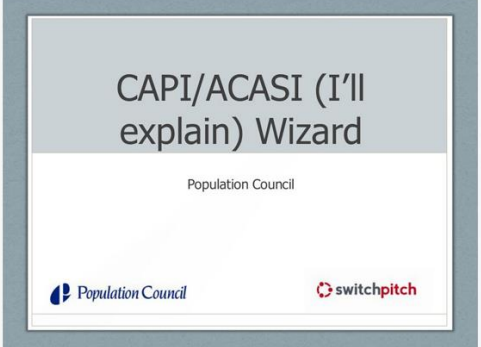
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Project Details
Information of the project to help during the bidding process.

Population Council: Women's Health Technology App for Resource Constrained Settings

Created by **Population Council**

8-1 Tweet Like Share 0



CAPI/ACASI (I'll explain) Wizard

Population Council

Population Council switchpitch

Project Info Ask a Question

Wifi Documentation

Wifi optimization app (the "App") for customers and technicians.

App Enterprise Wifi

View

Bid Now

[Cancel]


Status: **Live**

Budget: \$10k - \$15k

Bid Due By: 02/27/2015

Estimated Start Date: 02/27/2015

Tags: mobile, app, big data, saas



POPULATION COUNCIL
Ideas. Evidence. Impact.

Population Council


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f t in v e c

EVENT DUE BY
Mar 27, 2014

Status
Live


SwitchPitch LA
UCLA Ackerman Grand Ballroom


Fee: \$99.00

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View

EVENT DUE BY
Mar 05, 2015

Status
Live


SWITCHPITCH Miami
The Light Box at Goldman Warehouse.


Fee: \$95.00

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Register View

EVENT DUE BY
May 22, 2014

Status
Live


SwitchPitch LA
UCLA Ackerman Grand Ballroom


Fee: \$99.00

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View

EVENT DUE BY
Mar 06, 2015

Status
Live


MAG Test
The Light Box at Goldman Warehouse

Fee: \$0.00

MAG is holding a Test event.

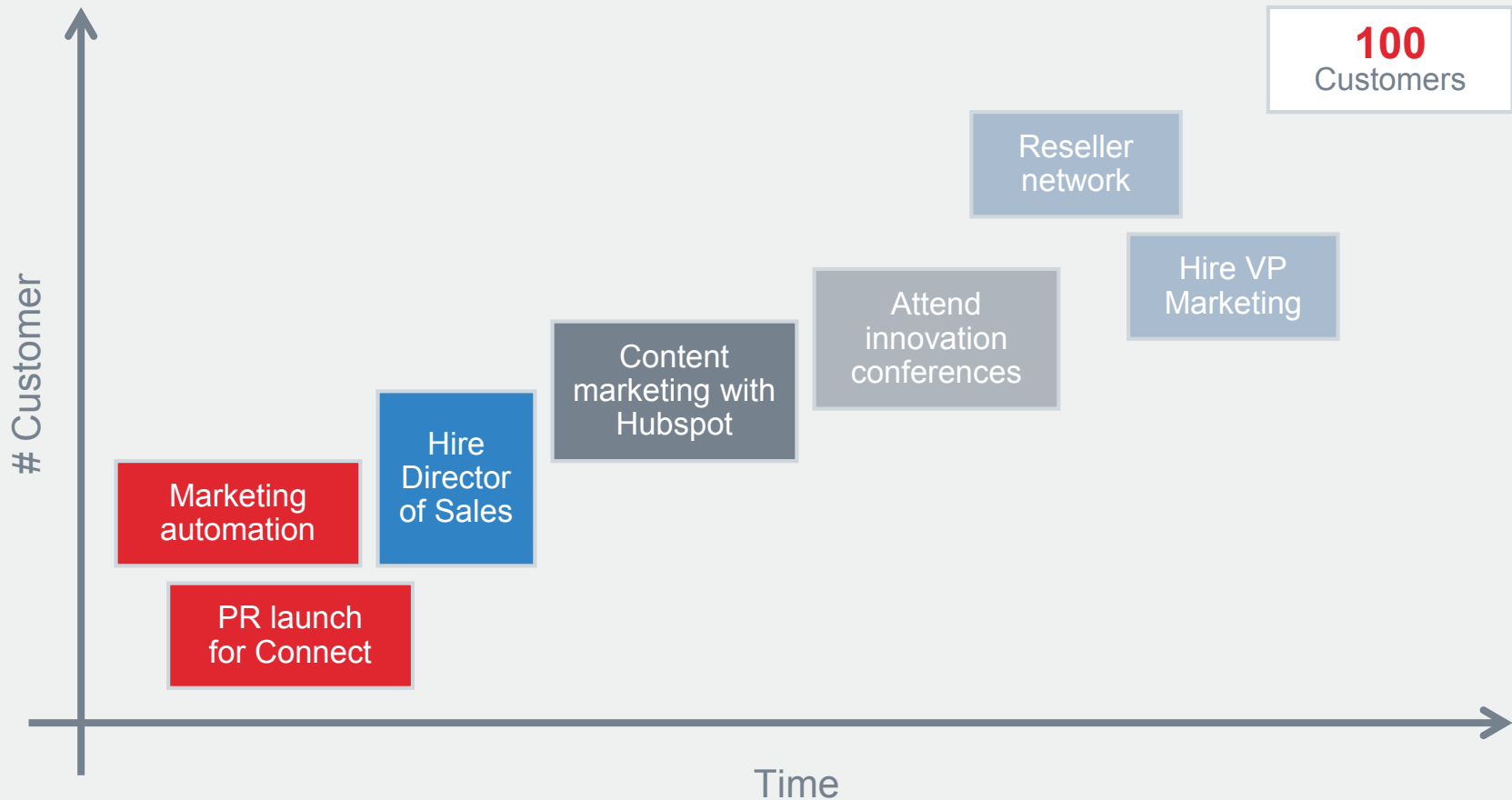
Register View

ENTERPRISE USERS



MARKETING DEEP DIVE

Path to **100** Customers



STARTUP NETWORK

REACH INNOVATIVE STARTUPS

Accelerator Partners



Global
Accelerator
Network



Government of Israel
Economic Mission to North America
New York Office



Canadian International Development Agency

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

USES

Innovation

- ✓ Manage startups on our platform and leverage their capabilities
- ✓ Identify innovative solutions, not just concepts
- ✓ Gain access to our startup database to expand your reach

Business Development

- ✓ Identify startups specifically with your needs
- ✓ May lower risk by selecting resources with direct, proven experience, rather than just validated skills

RFP / Procurement

- ✓ Identify new vendors not found in other procurement channels
- ✓ Find innovative solutions for procurement needs
- ✓ Control the RFP process with custom questions